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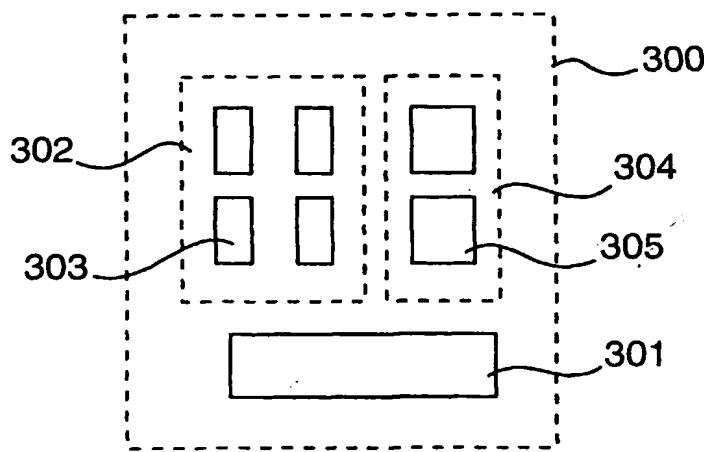
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(54) Title: PIXEL STRUCTURE IN AN ELECTROLUMINESCENT DISPLAY DEVICE



(57) Abstract: An electroluminescent device (200) for use, e.g., in a colour matrix display unit is presented. Picture elements comprise a plurality of electroluminescent sub-pixels (201,202,203) capable of emitting light when subject to electric current. The sub-pixels each have a degradation lifetime and an emissive area (211,212,213) and, for any pair of first and second sub-pixels in a picture element, the ratio between the first sub-pixel emissive area and the second sub-pixel emissive area is inversely proportional to the ratio between the degradation lifetime of said first sub-pixel and the degradation lifetime of the second sub-pixel.